

## Press release

18 November 2021

# 3i invests in Mepal to accelerate international growth and strengthen its online business

3i Group plc (“3i”) announces that it has agreed to invest in Mepal, a leading Dutch lifestyle consumer brand that is known for its innovative, high-quality and sustainable products for storing and serving food and drink.

Headquartered in Lochem, the Netherlands, Mepal offers food storage boxes, tableware and on-the-go items (e.g. lunchboxes, bottles and flasks) for adults and children which are sold through mass and specialty retail channels, e-commerce partners and Mepal’s own online channels. 3i is investing to support further growth in Mepal’s existing core markets of the Netherlands, Belgium and Germany as well as develop new markets in Europe. In addition, 3i will support Mepal in growing its online business, further benefitting from increased e-commerce opportunities.

Mepal has a strong track record in both innovation and design and has won numerous leading design awards. The company’s products are renowned for their original and premium design, functionality, convenience, quality and sustainability, resulting in market-leading levels of customer satisfaction.

Mepal has a strong focus on ESG; the majority of its products are made using 100% recyclable materials and most of its products are proudly made in Holland. Customers can re-order parts to extend the lifecycle of their products and the products themselves help reduce food waste and the usage of single-use packaging, such as plastic bags and single use cups and bottles.

Pieter de Jong, co-Head Private Equity 3i, commented: “We are excited about partnering with Rutger de Korte and his team to continue Mepal’s success as a winning customer proposition. We see substantial international growth opportunity through leveraging the company’s existing online capabilities as well as continuing to build on its strong presence in retail channels in the Netherlands, Germany and Belgium. We look forward to working with the management team to achieve Mepal’s ambitions as a premium household brand.”

Rutger de Korte, CEO Mepal, said: “Mepal is a very strong brand with 70 years of heritage. I am confident that with 3i as our partner, we will be able to achieve our growth ambitions in the years to come. I am looking forward to teaming up with 3i and taking the next steps together to continue the successful growth strategy of Mepal, through delighting our customers with smart and innovative products that last a lifetime.”

The transaction is subject to customary antitrust approvals.

-Ends-

**For further information, contact:**

**3i Group plc**

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**Mepal**

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**Notes to editors:**

**About 3i Group**

3i is a leading international investment manager focused on mid-market Private Equity and Infrastructure. Its core investment markets are northern Europe and North America. For further information, please visit: [www.3i.com](http://www.3i.com)

**About Mepal**

Mepal is the smart, handy and innovative brand for at home and on the go. The products can be recognised by their well-thought-through solutions, functional and timeless appearance and contemporary design. Mepal ensures that enjoying important moments in life becomes very easy. Almost all its products are produced in the Netherlands. From their headquarters in Lochem they travel all over the world, with the Benelux and Germany as the key markets.

**Regulatory information**

This transaction involved a recommendation of 3i Investments plc, advised by 3i Benelux.